

CLAIMS

WHAT IS CLAIMED IS:

- 1 1. A method for custom query generation, comprising:
2 receiving a query within a segmentation tool, wherein the query is
3 directed to one or more data sources that are not mapped in the
4 segmentation tool;
5 receiving a key selection and a table selection for the query, wherein
6 the key and table selections are associated with data elements of a
7 customer hierarchy;
8 modifying the query using the key and table selections; and
9 generating a custom query based on the query and the modifications,
10 wherein when the custom query is executed within the segmentation tool a
11 customer segment for a marketing campaign is generated.

- 1 2. The method of claim 1 wherein receiving the query further includes
2 importing a file that includes at least a portion of the query into a
3 segmentation query-build interface.

- 1 3. The method of claim 1 wherein the receiving the query further
2 includes interactively receiving at least some portions of the query from a
3 user interacting with a segmentation query-build interface.

- 1 4. The method of claim 1 wherein the receiving the query further
2 includes receiving at least a portion of the query from a paste operation into
3 a segmentation query-build interface.

- 1 5. The method of claim 1 further comprising associating a unique
2 identifier with the custom query, wherein the unique identifier is used to save
3 and recall the custom query for subsequent use.

1 6. The method of claim 1 further comprising receiving a command to
2 execute the custom query from within the segmentation tool.

1 7. The method of claim 1 further comprising mapping data elements
2 associated with the custom query to the segmentation tool for subsequent
3 uses.

1 8. A custom query for segmentation system, comprising:
2 a segmentation tool to generate customer segmentations for
3 marketing campaigns; and
4 a custom query interface integrated into the segmentation tool;
5 wherein the custom query interface generates custom queries to
6 tables and data elements which are not mapped in the segmentation tool,
7 and wherein the custom queries execute from the segmentation tool and
8 generate the customer segmentations defined by results of the custom
9 queries.

1 9. The custom query for segmentation system of claim 8 wherein the
2 segmentation tool includes a query selection interface having at least two
3 options, a first option for selecting queries associated with mapped tables,
4 and a second option for selecting the custom query interface for generating
5 the custom queries.

1 10. The custom query for segmentation system of claim 8 wherein the
2 custom queries are written in SQL syntax.

1 11. The custom query for segmentation system of claim 8 wherein the
2 custom query interface receives at least a portion of the custom queries
3 through an interactive session with a user.

1 12. The custom query for segmentation system of claim 8 wherein the

2 custom query interface receives at least a portion of the custom queries by
3 importing files into the custom query interface.

1 13. The custom query for segmentation system of claim 8 wherein the
2 custom query interface includes options to save and reuse the generated
3 custom queries.

1 14. The custom query for segmentation system of claim 8 wherein the
2 custom query interface includes an option that displays documentation and
3 other metadata about the custom queries.

1 15. A custom query data structure for segmentation implemented in a
2 computer-readable medium, comprising:
3 a key to a data element associated with a data store table, wherein
4 the data element and the table are associated with a customer hierarchy;
5 user-supplied query logic directed to data sources not mapped in a
6 segmentation tool; and
7 automatically generated query logic based on the key and the table;
8 wherein the key, user-supplied query logic, and automatically
9 generated query logic form a custom query, which when executed from the
10 segmentation tool generates a customer segmentation for a marketing
11 campaign.

1 16. The custom query data structure of claim 15 wherein the user-
2 supplied query logic is supplied from within a custom query interface that is
3 integrated into the segmentation tool.

1 17. The custom query data structure of claim 16 wherein the user-
2 supplied query logic is imported into the custom query interface.

1 18. The custom query data structure of claim 16 wherein the user-

2 supplied query logic is manually entered into the custom query interface.

1 19. The custom query data structure of claim 16 wherein the user-
2 supplied query logic is pasted from a buffer into the custom query interface.

1 20. The custom query data structure of claim 16 wherein the syntax of
2 the user-supplied query logic is validated by the custom query interface.

1 21. The custom query data structure of claim 15 wherein the
2 automatically generated query logic is not modifiable.